

## Travel Montana and The North Face Team Up

Travel Montana and The North Face, the internationally respected outdoor apparel and gear company, are teaming up to promote the state as a prime winter destination. The campaign, beginning this September, intends to brand Montana as a world-class adventure destination. The promotion will feature world-renowned mountaineer Conrad Anker as spokesperson during the campaign. Anker, who has visited and explored both Antarctica and the Himalayas multiple times, calls Bozeman, MT home.

Travel Montana and The North Face will be giving away a trip for two to the Big Sky state, where the winner will spend some time with Anker skiing or ice climbing, depending on the ability of the winner. "We believe he is an outstanding spokesperson for telling the world that Montana is a great destination for winter adventure," states Betsy Baumgart, Montana Promotion Division Administrator. "It is an opportunity to distinguish Montana from other winter destinations in a unique and exciting format."

The promotion includes posters and floor displays in nine North Face signature retail outlets across the country, including Boston, MA, New York, NY and Beverly Hills, CA. In addition to the in-store materials, the promotion will be marketed through direct e-mails and websites. For more information on the contest and the promotion, go to [www.wintermt.com](http://www.wintermt.com) and [www.thenorthface.com](http://www.thenorthface.com).

Travel Montana's other winter promotional efforts include a comprehensive cam-



paign in Minnesota that will feature a partnership with REI in Bloomington, MN. Travel Montana, along with participants from five Montana ski areas, one tourism region and three CVBs, will conduct a two-day event on October 15-16, 2005 at REI. This event will feature a Ski Vacation Giveaway to encourage Minnesotans to come to the state for a "real" ski vacation. Other winter campaigns include advertorial in Northwest Airlines' *World Traveler*, *Skiing* and *Ski* magazines, inviting readers to explore Montana this winter.

## 2005/2006 CTAP Selections

Absarokee, Butte and Cooke City have been selected to participate in the 2005-2006 session of the Community Tourism Assessment Program (CTAP). CTAP is a 9-month long assessment process designed to help Montana communities determine how tourism can help diversify and expand their area's economy. It is offered to 3 communities each year by the Montana Commerce Department's Promotion Division (Travel Montana), MSU Extension and the University of Montana's Institute for Tourism and Recreation Research (ITRR).

"Thirty-five Montana communities have used this process to better understand the role tourism plays in their local economy and to understand what role their residents would like it to play," said Anthony J. Preite, Director, Montana Commerce Department. "Now, Absarokee, Butte and Cooke City have the opportunity to use the assessment program resources to develop strategies and tourism-related projects that can benefit their communities, socially and economically."

Travel Montana and the MSU Extension

provide the process facilitators while ITRR provides research and survey services. Absarokee, Butte and Cooke City will hold their initial CTAP meeting in September. Since 1991 when the CTAP process began, 35 Montana communities have participated.

## 2005 TIIP Grants Fund Tourism Projects

Thirty-seven tourism-related building, remodeling or expansion projects submitted applications for the 2005 Tourism Infrastructure Investment Program (TIIP) Grant funds. In total, the 2005 TIIP applications requested \$2.19 million in funding. The 2005 TIIP Grant pool is \$200,000.

The TIIP Grant Scoring Committee will review and score the applications during September. A funding recommendation will be submitted to the Tourism Advisory Council (TAC) for approval at their October meeting in Livingston, MT. The Montana Commerce Department Director will provide final review and approval of the grant awards following the TAC action.

Since its creation in 1995, TIIP has invested over \$2 million in tourism "bed tax" funds into 44 projects in 32 communities. The TIIP funds have helped complete over \$24 million in tourism-related Montana projects.

## "New" Places for "Old" Faces

The Montana Promotional Division (MPD) welcomes two individuals to positions throughout the tourism industry, Dori Hamilton and Sarah Lawlor. Dori is the new Executive Director of the Flathead Valley Convention & Visitor Bureau (FCVB). However, she is not new to

tourism in the Flathead valley having worked both in tourism sales and marketing, along with operating her own group ski tour business in the area. The FCVB office has also moved to a new location at the Glacier Park International Airport. "The location," according to Hamilton, "will provide a higher profile to the FCVB and allow for better management of the Visitor Information Center at the airport."

Meanwhile, Sarah Lawlor has accepted the position as Public Information Officer of MPD. While this is a new position for Lawlor, she is not new to MPD, having served as the Consumer Marketing Manager for five years. Betsy Baumgart, Administrator of MPD states, "Sarah's expertise and experience will be an asset for the entire program. Montana's tourism and film industries will gain the awareness and recognition they deserve." Please extend a welcome and congratulations to these two individuals as they assume new positions affecting the various aspects of Montana's tourism industry.

## Montana Presents the Big Sky on the Big Screen Act

The Montana Film Office (MFO) was recently invited to be a part of a panel discussion in Los Angeles, CA called

"Courting America: Winning Back Domestic Production Utilizing Incentives," organized by the Producer's Guild of America and the FilmUSA Committee. This seminar allowed Sten Iversen, Manager of the MFO, to present Montana's new film incentives to the panel and attendees. During a panel discussion, Iversen, along with 12 other state film offices, spoke with studio executives and experts on federal and state tax legislation and later took questions from Producer's Guild members. Later, at a reception, Iversen presented Montana's new incentive rebates and distributed the summary of the "Big Sky on the Big Screen Act."



cultures live in, affect and impact the natural world. Panel discussions concerning conservation ethics and filmmaking in Montana are also planned as part of the festival. Sten Iversen, MFO Manager, states "This is a great opportunity for Montana to market to out-of-state filmmakers who are having their films screened during this festival." Iversen is also chairing the panel discussion, "Bringing Film & Filmmaking Back to Montana," which will be the afternoon of the 24th. Cinda Holt of the Montana Arts Council and the Montana Film and Television Council will join him, as will Sean Becker of the Bozeman based research firm ArtsMarket Inc. For more festival details, go to [www.wildlifefilms.org](http://www.wildlifefilms.org).

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## 2nd Annual Montana CINE Fest Opens in Missoula

The Montana Film Office (MFO) announced its sponsorship of the 2nd Annual Montana CINE International Film Festival, which will occur September 22-25, 2005 in Missoula, MT. The CINE (Cultures & Issues of Nature & the Environment) Festival features award-winning films through a juried competition. These films explore and expand one's understanding of how people and their

### Calendar of Events

#### September

- 1-5 Popular Photography Mentor Workshop, West Yellowstone, MT
- 13-23 Taiwan Sales Calls and JATA Trade Show, Japan
- 16 Film & Television Advisory Council, Helena, MT
- 22-25 Montana CINE International Film Festival, Missoula, MT
- 23-Oct.1 Scandinavian Sales Mission, Denmark and Sweden

#### October

- 2-4 Tourism Advisory Council, Livingston, MT

*For all of the latest Montana tourism industry information log on to:*  
**[travelmontana.mt.gov](http://travelmontana.mt.gov)**

### Did You Know?

- *Condé Nast Traveler* recently conducted a poll regarding movies that triggered travel. The number 1 ranked film, *A River Runs Through It*, was filmed throughout southwestern Montana. The article appeared in the September 2005 issue of the magazine.
- The June 27, 2005 issue of *Newsweek* featured the 4-page article "Buried Treasure" featuring the *Brachyophosaurus Leonardo* dinosaur discovered near Malta, MT.

# MONTANA

Travel Montana • Montana Film Office  
Montana Department of Commerce

301 S. Park  
PO Box 200533  
Helena, MT 59620-0533

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